



1) Emediacarts are non-server, local device shopping carts with their own software engines for assembling orders, placing orders and purchasing, and do not require a web server, as shown in figure 1.

2) Emediacarts are hosted on any electronic storage device or hard drive that supports the file formats they are in, including portable devices such as removable hard disks, compact disks, digital video disks, television media and other media devices or electronic messaging systems that can support them, as shown in figure 2.

3) EmediaCarts are implemented as either small applications such as java applets or executable win32 modules incorporating activex controls.

4) Current emediacarts offered by ecatalogbuilders' are catalogbuilder cart, mx-cart, x-rom and x-rom lite cart with items, quantities, prices and other data pertinent to the transaction in either a floating window as in figure 3, or embedded as a static or dynamic area within a browser or messaging window as in figure 4.

5) Definitions:

- \* Mx-messages are commerce enabled electronic messages.
- \* Ecatalog pages are commerce enabled product pages.
- \* Emedia is the collective term used to describe both mx-messages and ecatalogs.
- \* PDF Engine is a sub application for portable document format ordering, which is based on our proprietary method of using a winsock control bound to a custom transmission control protocol port that is dedicated to accept requests issued by portable document format web links, which are then further processed by the emediacarts custom activex dll.
- \* Buyobjects are code snippets or packages that contain the exact code necessary to make a purchase, complete with identifying icons and the ability to be dragged and dropped from palettes or windows in visual page or document layout and design programs or web authoring programs that support drag and drop technology and can be cut and pasted or dragged and dropped from template pages or documents in layout or design programs that do not support palette drag and drop.
- \* Itransfer is the optional server side component which converts incoming emediacarts orders into either fax format, and faxes them securely to the merchant, or converts them into electronic formats compatible with merchant services gateway providers, for authentication and processing of electronic transactions such as credit cards and echecks.

6) The memory storage techniques used are long term cookies and databases which create a suspended memory system to hold and store order data during ordering sessions and to store complete orders which have been saved for later retrieval, for additional ordering modifications at future dates, or to be submitted for back-end processing at a future date as in figure 5.

7) Emediacarts have databases and cookie methods that contain entire unprocessed orders/carts on local hosts with unique customer assigned order names or numbers as identification tags, and the dates of the saved carts.

8) Data resources used as product information for emediacarts can be hard-coded or embedded into product pages in various formats, such as HTML, e-mail, text documents that support the coding, and graphical file types such as portable document format pages, scalable vector graphics, shockwave, and flash, or any pages or documents that will support the features and such product pages can be either static files or dynamically generated pages that are produced on the fly from local database contents, and pricing and other product information can be updated from a remote location through optional web-connect methods or through included update files.

9) The submitting of ordering data from the product pages to the emediacarts is done through buyobjects as shown in figure 6, which contain the web links, non-server forms or the forms and link format specific to the file type, such as the forms data format used in portable document format documents, universal resource locator strings, hypertext markup language forms, extensible markup language tags, portable document format web links, and all other available querystring and form field variations available in programming languages, and these buyobjects can either be single product submissions or group product submissions, and the data they contain can be parameters and values, containing numbers, descriptions, styles, colors, quantities, quality, tax info, shipping data, and any qualitative or quantitative options or information pertaining to the purchase.

10) Coded applications in hidden frame browser windows provide persistence between linked pages but are not required for single product page catalogs, where the use of the word persistence is in reference to the reloading of the existing cart versus the opening of a new cart during the linking to any additional product pages as shown in figures 7 and 8.

11) Emediacarts' proprietary pdf engine for portable document format ordering is based on our proprietary method of using a winsock control bound to a custom transmission control protocol port that is dedicated to accept requests, issued by portable document format web links, which are further processed by the emediacarts custom activex dll, and is illustrated in figure 9.

12) Emediacarts in some cases require liveconnect or other technology that is capable of processing incoming messages from javascript, contained within the product pages.

13) All emediacarts can be web connected to back end merchant services and merchant administration services, including customer information, product updating, product pricing and updating, order history for both customers and the vendors, accounting interfaces, shipping management, taxations management, order faxing through our proprietary fax server, and interfaces to the credit card processor's gateways for credit card authentication and processing through our proprietary itransfer intermediate gateway, and they can be customized to process orders through existing web site shopping carts and back-end services.